

## Job Description

**Title:** Executive Director, Floresville Economic Development Corporation

**Job Location:** Floresville, Texas

### **Position Summary:**

Serves as the Executive Director of the organization. Provides the ultimate administrative and management function to the organization. Areas of primary focus include design and implementation of the strategic plan and subsequent updates; formation, approval and management of the annual budget and other funding sources; interaction with the Board of Directors of the Floresville Economic Development Corporation (the Board), city staff, City Council, County officials, City Manager, the Chamber of Commerce, policy and advisory boards or committees appointed by the City Council, and with other professionals, both public and private, on a local and statewide level, and other appropriate organizations within the boundaries of the FEDC. Directs program of economic development throughout the city; coordinates redevelopment, business retention, expansion, industrial recruitment and trade; presents positive image of the city having contact with news media as needed. This is a summary and not intended to include every possible responsibility.

### **Supervision Received and Exercised:**

Reports to the Board of Directors, Floresville Economic Development Corporation (FEDC). Receives general administrative direction from the Board. The Board of Directors conducts and documents at a minimum an annual performance review.

Exercises supervision over technical, clerical staff and volunteers.

**Hours/Days of Work:** This is an exempt position that requires the need to work beyond what is considered a normal workday/week. This position sometimes requires extensive weekend and "after hours" work to successfully implement the planned programs, meet prospects, conduct FEDC business. This position sometimes requires extensive travel, both in and out of the boundaries of the FEDC.

### **Required Knowledge, Skills, and Abilities:**

**Communications:** Demonstrated knowledge of public relations, problem analysis, and organization. Ability to communicate effectively both orally and in writing; develop and make effective presentations. Ability to interact with individuals and groups in a cooperative and collaborative manner. Demonstrated knowledge and skills to communicate effectively with internal and external audiences including prospects, Board of Directors, City Council, staff, and the public. Ability to develop consensus and handle diversity.

**Financial:** Demonstrated ability and knowledge to effectively manage and provide accurate reports on the budget and financial transactions of the organization; advanced financing methodology and public/private joint ventures; principles and concepts of public/private development project investment; financing techniques for commercial property; local business retention programs; state and local government processes; grants-in-aid; and contract negotiations for real estate and personal property transactions.

**Technical Expertise:** Demonstrated skills and knowledge to utilize the available technological capabilities to enhance the effectiveness of the organization.

**Planning:** Demonstrated ability to effectively develop and implement the short and long range, multiple goals of the organization.

**Other:** Operate a computer and other office equipment; computer application programs including: word processing, spreadsheets, databases, presentation programs, graphic design, desktop publishing, and digital scanners. Operate assigned vehicle to travel to various meetings and events in the city. Interpret and apply applicable Federal, State, and local policies, laws, and regulations (including, but not limited to, the Open Meetings Act, Open Records Act, Records Retention Act, the Public Information Act, and Type B Sales Tax Corporation Requirements). Standard business English, spelling and grammar. Maintain mental capacity, which permits making sound decisions; using good judgment; and demonstrating intellectual capabilities. Maintain physical condition appropriate to the performance of assigned duties and responsibilities, which may include the following: sitting for extended periods of time; standing for extended periods of time during marketing events; working closely with others; and operating assigned equipment.

**Essential Functions Statement:** Essential responsibilities and duties may include, but are not limited to, the following:

Organize, manage and direct the ongoing operations of the Floresville Economic Development Corporation.

1. Develop and implement department goals, objectives and work tasks in accordance with direction provided by the Board.
2. Establish and maintain appropriate communications with the City Manager's office, elected officials and appointed City officials, elected and appointed County officials, and the Floresville Chamber of Commerce.
3. Research, prepare and administer a comprehensive budget for the Corporation as approved by the Board.
4. Serves as liaison to the City Council and Management regarding economic development issues.
5. Select, supervise, train, and evaluate professional, technical, and clerical subordinates.
6. Attend City Council and other meetings as needed or directed.
7. Actively participate in appropriate professional organizations to maintain awareness of leading edge or best practices in economic development programs.
8. Insure compliance with applicable city policies.

Develop and implement programs or assist other organizations to retain and support existing businesses in the City.

1. Identify and maintain a database of all businesses in the city.
2. Implement systems utilizing the business database to facilitate customer identification of and accessibility to city businesses.
3. Develop and implement events intended to increase patronage of city businesses.

Identify and implement programs attracting new business investment and employment in the city.

1. Identify and pursue businesses and services desired by residents of the city.

2. Develop promotional and marketing materials suitable for representing the city.
3. Coordinate prospect visits, meetings, tours, luncheons, etc., as necessary to market the city.
4. Establish and maintain relationships with prospects from initial contact throughout their establishment in the city.
5. Promote the general public's impression of the city.
6. Manage the incentive negotiation process and present proposals to management and City council in a logical and efficient manner.
7. Maintain confidentiality when desired by potential prospects when not in violation of applicable existing laws and regulations.
8. Maintain a current prospect list and present at the regular monthly Board meeting.

Develop and nurture community relationships and organizational partnerships.

1. Prepare and deliver professional presentations as needed to civic organizations, business organizations, or other parties interested in various aspects of the city and county.
2. Coordinate economic development activities with other city and county departments and with outside agencies.
3. Respond to and resolve difficult and sensitive citizen inquiries and complaints and report these to the Board at the regular monthly meeting.
4. Implement communication systems allowing immediate correspondence with critical commercial groups in the city.
5. Organize and facilitate meetings of commercial groups to disseminate information and enhance their relations with the city.
6. Establish and maintain positive relationships with the media through frequent interaction, attentiveness and accuracy of information and responses.

Develop and maintain accurate data and resources necessary to support the goals and objectives of the FEDC and for utilization by other city or county representatives.

1. Assemble, develop, distribute, and analyze demographic and economic information for internal and external use; prepare and present analytical and statistical reports on operations and activities as needed/directed.
2. Implement systems allowing developers, brokers or potential prospects to easily identify land, buildings, and commercial lease availabilities in the city.
3. Develop analytical tools capable of evaluating various aspects of proposed commercial developments.
4. Annually update a concise summary of basic facts on the city and distribute to all parties utilizing or referencing city information.
5. Identify and develop resources to address issues raised by potential prospects.

Encourage, develop and nurture an environment receptive to appropriate business development.

1. Confer with and advise the City Manager, the Board, and City Council regarding impediments to the improvement and enhancement of the city's non-residential tax base.
2. Evaluate plans, budgets, capital improvements, and proposed ordinances and develop comprehensive recommendations for the Board's use.

Develop, implement, and coordinate programs to promote tourism in the city through use of the Hotel/Motel Occupancy Tax.

1. Research, prepare and administer a comprehensive budget for appropriate utilization of the tax revenue.

2. Cooperate and coordinate with hotel/motel representatives regarding appropriate utilization of occupancy tax revenues.

Manage the development, maintenance and oversight of the FEDC's website.

1. Negotiate and manage the relationships of third-party consultants involved in the establishment of ongoing maintenance of the FEDC's website.
2. Monitor and maintain accuracy of the website's content at all times.

#### **Marginal Functions:**

Perform related duties and responsibilities as required.

Conduct research and complete special projects as assigned.

#### **Experience and Training Guidelines:**

Any combination of experience, training and certification that would likely provide the required knowledge is qualifying. A typical way to obtain the knowledge and abilities would be:

**Experience:** Five (5) years responsible experience in Economic Development, with two (2) years of administrative and supervisory experience.

**Training:** Equivalent to a Bachelor's degree in Economic Development, Business, Public Relations, or a related field from an accredited college or university. Master's degree in related field preferred. Completion of the Basic Economic Development Course and the Economic Development Institute.

**License or Certification:** Possession of an appropriate, valid Texas driver's license. Certification as a Certified Economic Developer (CED/CEcD) preferred.

#### **Working Conditions:**

**Environmental Conditions:** Office environment; exposure to computer screens, some travel within the city, county, and state required; frequent contact with the public, City Council members, other city departments and boards, the County Commissioners, other county departments, and commissions and advisory committees.

**Physical Conditions:** Essential and other important responsibilities and duties require maintaining physical condition necessary for standing and sitting for prolonged periods of time; manual dexterity; may be required to operate assigned vehicle.

For the purposes of compliance with the Americans with Disabilities Act (ADA), this job description does not take into account potential reasonable accommodations.

#### **Residency and Other Requirements**

1. Must reside within the Floresville Independent School District within six (6) months after employment and maintain such residency within this geographic requirement throughout the term of employment.
2. Must successfully pass pre-employment background checks including drug screen.

I have read and understand this job description.

**Printed Name**

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**Signature**

**Date**

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